



AROUND THE WORLD

Vol.2

No.10

IN THIS ISSUE

World Premiere "Don Juan".....	Page 1
Korda Buys "Joseph".....	Page 1
Chaplin Starts New Production.....	Page 2
U.A.'s 3-Language Film.....	Page 2
20th Century Signs Chevalier.....	Page 3
Zanuck to Screen "Folies Bergere".....	Page 3
Film Flashes.....	Page 3
"Rothschild" World-Wide Hit.....	Page 4
Lengthy Serial on "Cellini".....	Page 4
Menjou in "Barnum".....	Page 5
March in "Call of the Wild".....	Page 5
Bergner in "Escape Me Never".....	Page 5
Yugoslavia's Mickey Fox-Trot.....	Page 5
New Films Pack Box Office Wallop.....	Page 6
"Monte Cristo" in "Rothschild" Class.....	Page 6
Sten, Cooper in "Broken Soil".....	Page 7
Goldwyn-isms.....	Page 7
Exposition Previews Vidor Film.....	Page 8
First Government Tieup in London.....	Page 8
Brazil Leads in Exploitation.....	Page 9
\$7,500 Free Ad for Mickey.....	Page 9
Two "Drummond" Stunts.....	Page 10
Colman Stays With 20th Century.....	Page 10
Puerto Rico, Mexico Exploit Cantor.....	Page 11
European Announcement Books.....	Page 11
Studio Snapshots.....	Page 12
Biography of Disney Serialized.....	Page 13
Brazil's Tribute to Disney.....	Page 13
Mickey in "The Dognapper".....	Page 13
Mickey Lands in the Encyclopedia.....	Page 14
Design for Oddity - A Poem.....	Page 14
"Mickey's Man Friday".....	Page 15
Star Cast in "Orphan's Benefit".....	Page 15
Disney's First Mystery Melodrama.....	Page 15
Purely Personal.....	Page 16

"DON JUAN" SENSATIONAL HIT

AT WORLD PREMIERE IN LONDON

By cable from London comes word of the brilliantly successful world premiere of Douglas Fairbanks' new film, "The Private Life of Don Juan," which took place at the recently reconstructed and completely renovated London Pavilion Theatre, Wednesday evening, September 5th. Society turned out in force. The diplomatic corps was represented by the Ambassadors of Austria, Belgium, China, Chile, Denmark, Germany, Hungary, Italy, Poland, Portugal, Roumania, Russia and Switzerland. In the audience were such notables as former King George of Greece, Lord Beaverbrook, Lord Castlerosse, H.G. Wells, Baroness Orczy, Lady Bonham Carter and many, many others. The English press hailed it as a screen masterpiece and another bright feather in the directorial cap of Alexander Korda. Here are a few of the comments:

Daily Telegraph: "As a cinema the London Pavilion had a wonderful send-off in the premiere of 'The Private Life of Don Juan.' Fairbanks at the top of his form in the title role. Direction is another triumph for Korda."

Evening Standard: "Korda has done it again. 'Don Juan' lines up against his predecessors, 'Henry VIII' and 'Catherine the Great' and has no need to fear comparisons. Grand entertainment."

Daily Mail: "One of the most piquant and polished talking pictures it is possible to imagine. Told with great gaiety and will be accepted by film-goers as one of the wittiest talking pictures yet produced - with all the qualities we have come to associate with Korda."

News Chronicle: "Wonderful cast, clever dialogue, magnificent production."

Morning Post: "Go to see this picture. The best yet to come from a British studio."

Daily Mirror: "A lavishly staged and spectacular romance."

KORDA BUYS "JOSEPH"

Alexander Korda, London Films producer, has purchased the film rights to Thomas Mann's "Joseph and His Brethren." King Vidor may direct the production and Mr. Korda is negotiating for the services of either Fredric March or Leslie Howard to play the leading role.

CHAPLIN STARTS NEW PRODUCTION:

PAULETTE GODDARD OPPOSITE HIM

Word of Charlie Chaplin's return to active production after an absence of three years is contained in an official studio announcement just received at the Home Office of United Artists, which distributes the Chaplin films. While the story is complete in all its details, and settings are already under construction, the title of the new film is being withheld. But this much is definite: following the Chaplin tradition, it will be a silent picture, with no dialogue whatsoever, though featured by original sound effects and a synchronized musical score.

The theme of the production is reported as taken from the present-day problems that confront the common man. For many years Chaplin has been deeply interested in the effect of world events on the everyday life of the average person, and he will now give his own interpretation of his observations.

Paulette Goddard has been selected to play the leading feminine role in the film. Carter de Haven, veteran actor, will not only play an important part in the picture, but will also act as assistant to Chaplin on the direction of the production.

Chaplin is confident that he will finish the picture in time for its release January 1, 1935 - a New Year's gift that will be welcomed by the legion of his admirers in every corner of the globe.

U.A. OBTAINS WORLD RIGHTS

TO "IT HAPPENED IN SPAIN"

United Artists has obtained the world rights to a picture called "It Happened In Spain." This is the first picture made in Spain to be distributed outside of that country. The picture has been made in three versions - Spanish, French and English - with practically the same cast in all three. Eleanor Boardman has the lead in all three versions, and Victor Varconi, one of the stars of silent picture days, has one of the leading roles opposite her in the English version, as well as the French version. The production was directed by Harry D'Abbadie D'Arrast, who was associated with Charlie Chaplin for many years, assisting him with "A Woman of Paris" and "The Gold Rush." Later he directed several Paramount pictures. The story by Mr. D'Abbadie D'Arrast is based on a Spanish folk legend of the 18th century. The production took over a year and was done at a cost of almost half a million dollars.

ZANUCK SIGNS CHEVALIER!

20th Century Pictures adds another star to its roster with the announcement that Maurice Chevalier, international stage and screen player, has been signed by Darryl Zanuck to star in the elaborately planned film version of the "Folies Bergere de Paris."

20TH CENTURY TO SCREEN

FAMOUS "FOLIES BERGERE"

Darryl Zanuck, production head of 20th Century Pictures, announces that he has purchased the world film rights to "Folies Bergere de Paris." He plans to place it in production immediately, thus rounding out his previously announced plan to include a spectacular musical extravaganza among his company's film releases for next season. One of the features of the screen production will be the original French Can Can girls who will be brought to Hollywood to appear before the cameras in their internationally-known specialty. Costumes, scenery and the chorus of the Parisian musical show will be transported to the American film capital under the supervision of Max Weldie and M. Duval, who for the past fifteen years have been the owners and directors of "Folies Bergere de Paris."

Work on the story, the music and the spectacle has already been started. Aron LeBlanc, author of many noted successes in France, is actively at work on the dramatic plot which is to be interwoven with the spectacles of music and dance. Cole Porter has been engaged to do the musical score for the production. E. Ray Goetz is in Paris at the present time, making selections for the special chorus that will be sent to Hollywood as soon as it is completed. This screen version of "Folies Bergere de Paris," the first in its long and renowned history, will be released through United Artists.

FILM FLASHES

20th Century has purchased the film rights to the English stage success, "Old Folks at Home," the H.M. Harwood play in which Marie Tempest has been starred. The show recently opened on Broadway under the title, "Lady Jane."

.....

20th Century has also purchased the film rights to another European stage success, "The Red Cat." This play by Rudolph Lothar and Hans Adler, which is now in its sixth month in Paris and its fourth month in Vienna, has just opened on Broadway under the banner of A.H. Woods.

.....

Clark Gable will be starred alone in "It Had to Happen."

"ROTHSCHILD" WORLD-WIDE HIT;

SERIAL BIG EXPLOITATION AID

Any one who doubts that "The House of Rothschild" will rank as the No.1 money-maker of 1934 ought to examine the reports that are fluttering in from the four corners of the globe. In the United States, of course, the evidence is so overwhelming that Motion Picture Herald listed it as the outstanding Box Office Champion for the first six months of the year. In foreign territories the picture is also wrecking records both in receipts and attendance. From such widely scattered points as London, Shanghai, Buenos Aires, Rio de Janeiro, Mexico City and various capitals of Continental Europe comes the thrilling news of the production's tremendous success both as an entertainment and as a box office grosser.

Many of the reports emphasize how valuable an exploitation aid was the lengthy "Rothschild" serialization, which appeared originally in the New York Daily Mirror. In London the serial was published in book form. In Spain the complete story was translated into Spanish and appeared in a local Barcelona fan magazine, Popular Film. In Argentina, an important afternoon newspaper in Buenos Aires, La Razon, ran the whole serialization, also in Spanish. In Brazil, the serial appeared in one of the large daily newspapers of Rio de Janeiro, in Portuguese, naturally, since that is the language of the country. And a cable from Sydney, Australia, advises us that a newspaper tieup for the serial has been arranged there as well.

All in all, "The House of Rothschild" is a striking example of what a good picture plus intelligent publicity will achieve in dollars and cents.

ANOTHER LENGTHY SERIAL

AVAILABLE ON "CELLINI"

As a natural follow-up on the above story, we are happy to advise all our offices that there will be a similar serial available on "The Affairs of Cellini." Prepared by the same writer, Lewis Allen Browne, the story is now running in the New York Daily Mirror as well as in two New York Italian newspapers - Italo-Progresso and Corriere d'America. A complete set of clippings on the serial will be sent each office as soon as possible. If there is any office (besides our distributor in Italy) which can use the Italian translation, it will be sent promptly upon request.

MENJOU SIGNED FOR "BARNUM";

FREAKS SOUGHT FOR NEW FILM

Adolphe Menjou has been signed for an important part in the 20th Century picture, "The Mighty Barnum," in which Wallace Beery will play the title role. Activity on this production has started with a call from the studio for duplicates of the "marvels of nature" with which the late P.T. Barnum once startled the world. The hunt is on for a two-headed cow, a three-headed frog, a camel with three humps, a calf with five legs, Siamese twin chickens, a rooster that talks like a parrot and a cat that barks like a dog. Walter Lang is the director of "The Mighty Barnum."

FREDRIC MARCH TO STAR IN

"THE CALL OF THE WILD"

Fredric March will portray the stellar part in "The Call of the Wild," which Gene Fowler and Leonard Praskins are adapting to the screen from the famous book by Jack London. Darryl Zanuck announces that most of the filming of this 20th Century picture will be done at the actual locale of the story in Alaska. William Wellman will direct.

B&D TO STAR ELIZABETH BERGNER IN

"ESCAPE ME NEVER," U. A. RELEASE

British and Dominions Films announce they have acquired the screen rights of "Escape Me Never," the highly successful London stage play. Elizabeth Bergner will portray the leading role that she played for many months in the stage version. Paul Czinner, Miss Bergner's husband who directed her in "Catherine the Great," will also direct this new film. The transcription of the play to the screen is to be made by Margaret Kennedy, author of the stage piece, in collaboration with Carl Zuckmeyer. It will be released by United Artists.

YUGOSLAVIA'S TRIBUTE TO MICKEY

Another tribute to the popularity of Mickey Mouse is reported by Mr. Kleinlein, our distributor in Yugoslavia, who informs us that a new Mickey fox-trot, written by a well known local composer, has achieved an overnight success throughout the country.

NEW 20TH CENTURY FILMS

PACK BOX OFFICE WALLOP

The first three 20th Century pictures released by United Artists on its new season's lineup - "Drummond," "Cellini" and "The Last Gentleman" - are batting 1,000 per cent at the box office. Amazing as it sounds, it is nevertheless a fact that in some instances, "Drummond" and "Cellini" beat the business done by "Rothschild." In every case, these new films are out-grossing last year's productions, with the result that they are getting extended playing time and being held over. London reports similar glad tidings, all three having been enthusiastically acclaimed at special trade shows. The first to be pre-released over there was "Cellini," which opened August 31 at the Leicester Square Theatre, and has been attracting record-breaking crowds ever since.

Looks like "Make Way For U.A." will have an even more significant meaning this season than last!

"MONTE CRISTO" CALLED ANOTHER

"ROTHSCHILD" BUSINESS-GETTER

"There are not sufficient superlatives at my command to describe the greatness of this picture. In one sentence I can say to you it tops any picture we have delivered to you in recent years. It is at least as big if not bigger than 'The House of Rothschild.' It is magnificent in production, the acting is unexcelled, and as for entertainment, you will see more entertainment in this production than you usually see in ten pictures. It is definitely big box office!"

The above is a glowing excerpt from a letter written to the domestic sales force by Al Lichtman, general manager of our company, immediately after the Home Office previewed "The Count of Monte Cristo." Those of you who know Mr. Lichtman, acknowledged one of the shrewdest judges of films in the business, will appreciate that unless he was 100 per cent sure in his appraisal of "Monte Cristo," he would hesitate to put himself on record with such finality.

Mr. Lichtman proved himself a grade-A prophet, for "Monte Cristo" opened at the United Artists Theatre in Chicago - its world premiere - to the biggest business since "Rothschild." The picture now in its third week there is proving a terrific draw.

Get ready to shout with The Count of Monte Cristo, "The world is mine!" when you release this Reliance hit!

ANNA STEN, GARY COOPER TO BE

CO-STARRED IN "BROKEN SOIL"

The acting combination of Anna Sten and Gary Cooper will be realized in a new production, "Broken Soil," which Samuel Goldwyn announces as his second vehicle of the season for Miss Sten. The authors are Paul Green and Edwin Knopf. "Broken Soil," which will be directed by King Vidor, tells the story of the son of an old New England family, a novelist living in Connecticut, and his romance with the American-born daughter of a Polish tobacco farmer. Miss Sten's new role will be her first appearance in a part almost completely American.

GOLDWYN-ISMS

Walter Donaldson and Gus Kahn, two of the foremost song writers in America, are doing the music and lyrics for "Kid Millions."

.....

As a novelty in "Kid Millions," the song hit, "Mandy," that Eddie Cantor introduced in the Ziegfeld Follies of 1919, will be revived. For this sequence, Cantor will resume his black face and sing the song as part of a mammoth modern minstrel show on board ship.

.....

An innovation in "Kid Millions" is the imaginative "ice cream fantasy," written for the film by Marc Connelly. The sequence was made in Technicolor and is the episode that winds up the Samuel Goldwyn production.

.....

Miriam Hopkins, one of the screen's leading actresses, has signed a four-year contract with Samuel Goldwyn, who has already instituted an intensive search for story material exactly suited to his new star's talents. "I believe that Miss Hopkins is one of the screen's truly great artists," Mr. Goldwyn said after negotiations were completed. "I have the greatest pride in announcing our new association."

.....

Nina Kochetz, international opera star, and Khamara, the world's foremost exponent of gypsy music, have been added to the cast of "We Live Again."

SEES PREVIEW OF "OUR DAILY BREAD"

An invited audience of 12,000 representing every state in the Union and every country in the world, attended the first international film preview on record on July 30, when King Vidor's latest production, "Our Daily Bread," formally inaugurated the beautiful new Lagoon Theatre, one of the largest in existence, at the Century of Progress Exhibition in Chicago. The film, which will be released by United Artists, was written, produced and personally financed by the director of "The Big Parade" and other screen hits. It dramatizes America's efforts to help herself out of the depression--a picture as up-to-date as today's newspaper.

In addition to groups of 25 specially invited guests from every state and every foreign country chosen at random from among the visitors at the World's Fair, there were present a host of personalities prominent in international diplomacy, journalism, society, the theatre and the screen. Many of the foreign contingent came dressed in typical native costumes, lending a colorful note to the festive ceremonies which out-rivalled any of the so-called movie openings for which the cinema capital is noted.

Vidor, incidentally, deliberately passed up a chance for an ornate Hollywood preview because he was eager to get the honest reactions of a thoroughly representative cross-section of the public and not the usual sophisticated, movie-wise opinions of a typical Hollywood audience.

LAWSON EFFECTS FIRST GOVERNMENT

TIEUP ON "LOOKING FOR TROUBLE"

For the first time in the history of movie showmanship in England a tieup was effected with the British government when Robb Lawson, U.A. publicity chief, arranged an exhibit in cooperation with the General Post Office in which telephone equipment was displayed in the lobby of the Leicester Square Theatre in connection with the opening of "Looking for Trouble." The display was officially opened at the premiere of the picture by Sir Stephen Tallents, public relations officer of the G.P.O. Included in the interesting exhibit were various types of dial phones, microphones, receivers, photographs of telephone construction activities, cable sections and displays in Neon lights. A large poster and other accessories were decorated about the exhibit plugging the attraction. Many high officials of the government service, in addition to 500 telephone switchboard girls, attended the exhibit as guests of Jack Buchanan, famous stage and screen comedian, who is owner of the theatre. A special organ prelude, dedicated to telephone girls, was a feature of the premiere program. Several 'telephone' tunes were played, with the song, "Sorry You've Been Troubled" as the concluding number.

BAEZ OF BRAZIL LEADER
IN FOREIGN EXPLOITATION

If a medal were offered for perpetual motion in exploitation, Enrique Baez, general manager in Brazil, would win it hands down. Rickey never releases a picture without benefit of his brilliant showmanship. Here are some of the highlights of his recent activities: on "Rothschild" he persuaded one of the newspapers to translate into Portuguese and publish the lengthy serialization which appeared in the New York Daily Mirror. On "Sorrell and Son" he arranged a newspaper contest for boys: "What do you think of your dad?" The Mickey Mouse bronze stunt, reported on another page of this issue, received tremendous space in the local papers, and will get world-wide publicity as well.

On the Silly Symphonies, he has arranged for a magazine to publish a Silly every month in color. The first fruit of this tieup was a 4-page spread in color on "Noah's Ark." On "Nana" he issued 50,000 booklets of the serialization, which was also published by one of the popular magazines. His campaign on "Roman Scandals" was such a wow that the picture hung up the biggest record of the year for any picture released in a theatre in Rio de Janeiro!

No one man could handle the multitudinous details connected with so much exploitation effort, and Rickey is the first to admit that it is all due to his swell publicity department. Nevertheless, we happen to know that his is the guiding genius and to him belongs the major share of the applause.

Rickey's good works are reflected throughout Brazil - not alone in Rio where he has the able assistance of Emilio Lacoste, but in Porto Alegre, where Racine Guimaraes presides, and in Sao Paulo where Virgilio Castello holds forth. All these gentlemen are showmen to their finger tips, indefatigable in their endeavors to add shining lustre to the name and fame of United Artists and the producers associated with our company.

Bravo, Brazil!

\$7,500 FREE AD FOR MICKEY!

The importance that manufacturers attach to the advertising value of the Mickey Mouse trademark was demonstrated in spectacular fashion in London on August 25. On that day "The Daily Mail," whose circulation is over 2,000,000, carried on its front page a full page ad advertising "Sharp's Mickey Mouse Toffee," a molasses candy. The cost of this ad was 1,500 pounds (\$7,500). This unprecedented merchandise tieup was arranged by the Walt Disney Enterprises, Ltd., of London, which is under the supervision of George Kamen.

TWO "DRUMMOND" STUNTS

Among the successful stunts developed in the States to exploit "Bulldog Drummond Strikes Back" are the following two, which are particularly adaptable for foreign use:

In St. Louis, the manager of Loew's Theatre secured a telegram from Ronald Colman addressed to the Mayor of the city. The telegram read:

MAYOR DICKMAN
ST. LOUIS, MO.

MY LATEST PICTURE BULLDOG DRUMMOND STRIKES BACK IS HAVING ITS PREMIERE SHOWING IN YOUR CITY ON JULY THIRTEENTH AT THE LOEWS STATE THEATRE STOP I WOULD BE HIGHLY HONORED IF YOU WOULD ATTEND ON THAT DATE AS MY GUEST AS BULLDOG DRUMMOND IS MY FAVORITE CHARACTER AND THE PICTURE I THINK MY MOST AMUSING PRODUCTION SINCERELY

RONALD COLMAN

This telegram was blown up to about six feet long by photostatic process and mounted on beaver board. Western Union furnished the services of two messengers to deliver the telegram, in its enlarged state, to the Mayor. Newspapers ran photos of this huge telegram as well as photos of the Mayor receiving the wire from the messengers. In addition, copies of the wire were printed up on jumbo forms supplied by the telegraph company which were posted on the windows of the company's branch offices throughout the city.

.

The second stunt was a tieup with the newspaper offering a reward for the capture of the Mysterious Bulldog Drummond, who, it was announced, would arrive in town a day ahead of the picture. If he was captured on the first day, the reward was \$2. If he was still at large the second day, the reward was doubled. On the third day, it was raised to \$6. One of the theatre ushers dressed up for the job and his description was run in the newspapers, along with a list of streets and stores where he would visit. To make the "arrest" and claim the reward, it was necessary for a person to have a copy of the newspaper in his hand, and say "You are the Mysterious Bulldog Drummond."

20TH CENTURY RE-SIGNS COLMAN

20th Century has signed Ronald Colman to a new contract which will give his services exclusively to that company. Darryl Zanuck announces that henceforth he will star Colman only in special dramatic spectacles of which "Clive of India" will be the first.

CO-OP TIEUP MAINSPRING OF CANTOR FILM

CAMPAIGNS IN PUERTO RICO AND MEXICO

Using the 13-page "Roman Scandals" cooperative merchandising tieup in Cine-Mundial as a springboard, Lester Sussman, manager in Puerto Rico, and Sam Seidelman, manager in Mexico, created a big splash with their local campaigns on the Cantor film.

Sussman got the picture off to a flying start with a special barbecue and dance held at the swell Union Club which was attended by Governor Winship of Puerto Rico and his official family, in whose honor a preview of the film was arranged. For a comedy street ballyhoo, two "home-made" chariots drawn by two broken down horses were driven around town by colored drivers dressed in togas. Other activities included a radio tieup, window and lobby displays, a number of men dressed as Romans parading the streets, and the personal appearance of a talented little singer imitating Cantor singing. But the piece de resistance were the double-page co-op spreads on "Keep Young and Beautiful" and "Build a Little Home" which appeared daily in the newspapers due to the cooperation of the local representatives of the Cine-Mundial advertisers.

Seidelman's campaign helped "Roman Scandals" roll up a gross close to 50 per cent better than the business done by "Whoopee," which held the record for a Cantor film. His cooperative pages in the newspapers on "Keep Young and Beautiful" set a new high mark for this type of merchandising in Mexico. A radio tieup and a contest offering a Philco radio as a prize were other highspots of the campaign.

We take our hat off to Messrs. Sussman and Seidelman not merely for their extraordinarily fine work, but for proving that the "follow thru" is as important in showmanship as it is in golf!

EUROPEAN ANNOUNCEMENT BOOKS

The announcement book issued by our Barcelona office on the new U.A. product is one of the finest pieces of sales promotion literature we have ever seen. A high class job that really does credit to the pictures it so artfully advertises. Our congratulations to Eduardo Gurt, manager, and all those members of his organization who unquestionably worked hard to produce it.

.....

And while we are on the subject of announcement books, we want to say a word of appreciation to the United Artists distributors in Italy, Poland and Hungary, whose respective announcement books we have seen. While not as elaborate as the one put out by Spain, these are equally arresting and effective. After all, the real test of any advertising is not how expensive it is but how good it is.

United Artists announces as an acquisition to its new schedule the British & Dominions production, "The Queen's Affair," co-starring Anna Neagle and Fernand Graavey. Herbert Wilcox directed the film from the script by Monckton Haffe. Musical numbers are by Arthur Schwartz.

.

Merle Oberon, young British star who has just completed her part as featured feminine player opposite Douglas Fairbanks in "The Private Life of Don Juan," will be co-starred with Leslie Howard in the London Films production of "The Scarlet Pimpernel" under the direction of Rowland Brown. The famous story by Baroness Orczy has been adapted by S. N. Behrman and Lajos Biro.

.

Leslie Banks, prominent British stage player, Paul Robeson, star of "Emperor Jones," and Nina Mae Mackinney, who scored a personal triumph in King Vidor's "Hallelujah," have been signed for featured parts in "Congo Raid," the London Films production of Edgar Wallace's story, "Saunders of the River." Zoltan Korda, director of the picture, recently returned from Africa with thousands of feet of film taken at the original locale of the story with 20,000 natives participating.

.

Schiaparelli, one of the world's foremost creators of women's fashions, has arrived in London with the completed costumes to be worn by Lili Damita in "Brewster's Millions," the British & Dominions production in which Jack Buchanan has the leading male role. It is the first time that a British motion picture company has availed itself of the services of an outstanding costume designer, and signifies the elaborate care that English producers are using to make their films attractive in countries outside of Great Britain.

.

Mitzi Green, former child prodigy of the screen, will make her return as the featured ingenue in the Reliance production, "Transatlantic Merry-Go-Round." Miss Green, now 16 years old, has definitely abandoned any attempt to retain her childish characteristics, and will now devote herself to more or less adult roles.

.

Darryl Zanuck has engaged W. P. Lipscombe and R. J. Minney, authors of "Clive of India," to do the screen adaptation of their eminently successful London play for Hollywood production. Ronald Colman will star in the picture, to be directed by Roy Del Ruth.

COMPLETE BIOGRAPHY OF DISNEY

NOW AVAILABLE IN SERIAL FORM

In response to many requests from newspaper and magazine editors as well as our own offices, the Foreign Publicity Department has prepared an official biography of Walt Disney, based on authentic facts and information which he himself supplied.

"The True Life Story of Walt Disney" details in absorbing fashion the dramatic rise of Disney from the time he was a plucky nine-year-old newsboy to his present-day world-wide eminence as a creative artist without a peer in his chosen field - animated screen cartoons. It is a romance of business as thrilling as fiction - yet every word of it is true!

This biography has been prepared as a serialization, in six interesting chapters. A complete set of illustrations, amusingly picturing the highlights of each installment, further heightens the reader interest of this story. The illustrations are available both in mat form and in 8x10 photos. Coming at this time when the whole world is getting ready to celebrate the sixth birthday of Mickey Mouse on October 1, this biography has a special significance and a particular timeliness that will appeal to all editors.

BRONZE MICKEY MOUSE PRESENTED

DISNEY BY BRAZILIAN ADMIRERS

The latest tribute to the creative genius of Walt Disney - a bronze statue of Mickey Mouse - comes from Brazil. It arrived August 30 aboard the S.S. American Legion from Rio de Janeiro in the keeping of Dr. Marcondes Jr., prominent Brazilian lawyer and theatre exhibitor. The bronze was designed and modelled by a noted young sculptor, Alfredo Herculano, graduate of the Brazilian School of Fine Arts, at the request of a group of Brazilian artists who wanted to express their appreciation of Disney's art in some tangible form. The bronze shows Mickey Mouse mounted on a tortoise - an artistic conception inspired by a popular legend. After a brief stay in New York, Dr. Marcondes left for Hollywood to present the statue to Walt Disney personally.

MICKEY A POLICE HERO

IN "THE DOGNAPPER"

Timeliness comes into its own at the Walt Disney studios with actual shooting started on "The Dognapper," latest of the Mickey Mouse productions. The animators are already at work on the film that is based on what has generally become known as tomorrow's headlines. The story reveals the hair-raising experiences of Minnie Mouse's Pekinese, Fifi, who is "dognapped" by Peg Leg Pete, arch villain from across the railroad tracks. Besides Minnie, prominent roles are played by Mickey Mouse and Donald Duck who, as police, undertake the rescue of Fifi.

MICKEY MOUSE TO APPEAR
IN ENCYCLOPEDIA BRITANNICA

Recognizing the influence of the animated cartoon in the talking picture field, and Mickey's international reputation, the editors of the Encyclopedia Britannica plan to issue in their September bulletin an article entitled: "The Story of the Animated Cartoon; from the Phenakistoscope to Mickey Mouse." The article will be illustrated with sketches and photographs from the Walt Disney studios. When a new edition of the Britannica is issued, Mickey Mouse will be awarded a prominent place between its covers. The editors of the Encyclopedia Britannica, however, cognizant of the position Mickey Mouse holds before the public of the world, have decided not to make their subscribers and clients wait until the new edition is issued, but to include this interesting story in their bulletin, released to supplement the Britannicas now in use. The writing of this article was assigned to Earl Theisen, honorary curator of Motion Pictures at the Los Angeles Museum.

DESIGN FOR ODDITY

(Dedicated to Walt Disney's "Peculiar Penguins")

-By Dorothy Ann Blank

. . .

I wish I were a penguin.
I hate being normal.
I'd like to dance upon the ice
And always go formal.
I'm quite at home with seafood;
I hate hot weather.
I'm sure I'd love a penguin,
And we two together
Would raise a breed of offspring
That would be quite rare,
With my abandon
And his vacant stare.
We'd chip off icicles
To cool our drinks
And sleep three months
Getting forty winks.
Out there on an ice floe
Life would begin
Where it's smart to be odd
And I'd fit in!

"MICKEY'S MAN FRIDAY"

Robinson Crusoe is due for further glorification at the hands of Mickey Mouse in his newest Walt Disney production, "Mickey's Man Friday," about to go before the cameras. Not content with the primitive properties of the Defoe story, Mickey will modernize the island upon which the intrepid wanderer was cast. With all modern improvements, it is expected that the island will prove a haven for all castaways, actual and potential.

ALL-STAR CAST IN MICKEY

FILM, "ORPHANS' BENEFIT"

"Orphans' Benefit," newest of the Mickey Mouse films released by United Artists, features one of the most noteworthy casts Walt Disney has ever presented.

Donald Duck waddles over from the Silly Symphonies to participate in this Mickey Mouse production, thereby establishing a new "loan" arrangement at the Disney studios and a new interchange of stars. Others in the cast are Clara Cluck, Horace Horsecollar, Clarabelle Cow, the Goof and, of course, Mickey Mouse himself. Minnie Mouse will not be seen in "The Orphans' Benefit." She has gone to the mountains for a week's rest.

The highlights of the production are the Sextette from "Lucia," sung collectively by Mme. Cluck; an adagio dance by Horace, Clarabelle and the Goof, and something new in recitations by Donald Duck.

DISNEY'S "WHO KILLED COCK ROBIN?"

IS HIS FIRST MYSTERY MELODRAMA

With the production of his Silly Symphony, "Who Killed Cock Robin?", Walt Disney turns from comedy to satire. Until now a producer in animation of famous fables and musical masterpieces, he is invading the field of mystery stories by a fitting start with this most famous of all mystery tales. New stars, appearing on the screen for the first time, will be seen in their true colors - Technicolor, in fact. Cock Robin, popular sportsman, bares his redbreast to Jenny Wren, dazzling torch singer who falls for his declarations. She quits her birds of a feather and establishes herself in his love nest for a session of bills and coos - mostly bills. Spike (Legs) Sparrow tries to throw a little salt on her tail, and when that fails, the fireworks start. Paul Parrot, grizzled prosecuting attorney, takes the case on the wing and before you can say "hoot, hoot" he has "Legs" Sparrow up before Superior Judge Oliver Owl in night court. What goes on from there makes the story of "Who Killed Cock Robin?", soon to be released through United Artists.

Mr. Kelly sailed from Sydney, Australia, for Singapore August 22. The Home Office Foreign Department sent him a congratulatory cable on his birthday, September 7th, wishing him many happy returns of the day.

Joseph M. Schenck, Darryl Zanuck and Douglas Fairbanks arrived in New York August 15 en route to Hollywood.

Note: In the future, please eliminate the initial "F" from every mention of Darryl Zanuck's name in all advertising and publicity. Hereafter his productions will be known as "Darryl Zanuck Productions."

Constance Bennett has sailed for Europe for a brief vacation on the Continent.

Ingolf Madsen has succeeded William Jensen, resigned, as branch manager of our office in Copenhagen, Denmark. Just received a bunch of clippings from Mr. Madsen, which evidence that he is very much on the job.

We also wish to welcome to the Foreign Legion, Pierre Henry Bonnard, who has replaced Edouard Bizet as manager of our office in Bordeaux, France.

King Vidor, visiting London, received a tremendous press reception, arranged by Robb Lawson, publicity director. Newspapers throughout England quoted Vidor at great length. One London daily, "The Observer," got out special posters advertising an interview with him. By the time he returns to Hollywood, Vidor will have enough British clippings to fill a couple of scrap-books.

Warning: We have been requested by the Disney studio to pass on the following warning to all foreign offices. Never send out any publicity material or articles on Walt Disney giving the impression that these were written by Walt personally. All "first-person" stories by Walt or his brother, Roy, are definitely taboo. And don't quote either of the Disneys directly on any subject unless specifically authorized to do so by the Home Office. You must also be on guard against unethical editors who rewrite material that you supply and then slap a "By Walt Disney" line on to benefit by the circulation value and drawing power of his name.

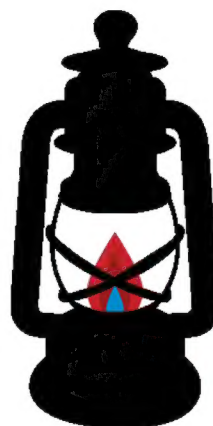
**Scanned from the collections of the Wisconsin
Center for Film and Theater Research, with support
from the University of Wisconsin-Madison
Libraries. Digitization completed by the University
of Wisconsin Digital Collections Center (UWDCC).
Post-production completed in the UW-Madison
Department of Communication Arts.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY
DIGITAL LIBRARY**



<https://www.mediahistoryproject.org/>